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ABSTRACT

Based on the idea that to be successful, a student organization must have a sound public relations and publicity program, this handbook considers techniques of internal communication that establish good public relations with various special groups: the student body, the administration, the faculty, and the staff. The handbook states that developing an effective public relations/publicity program includes the traditional methods--use of posters and newsletters, "creative" use of bulletin boards, use of an organization historian, the organized and purposeful telephone campaign, and the art of personal contact--but that modern technology can make the public relations job easier. According to the handbook, any organization (with technology available in most schools or school districts) can mount an effective campaign within its school by creating videos, establishing a radio station, and using desktop publishing techniques to help create a public relations/publicity plan. Chapters in the handbook are entitled: (1) Public Relations Programs; (2) Communicating with Your Publics; (3) Equipment Needs for Public Relations Programs; (4) A Short Course in Journalism; (5) Planning Publicity; (6) Power of the Printed Word; (7) Non-Print Media; (8) Evaluating Your Program; and (9) Bright Ideas. Contains 16 references. (NKA)

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ED 407 694

By Carol Jean DeFeo

Public Relations and Publicity

Tools and Techniques for Student Organizations

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By Carol Jean DeFeo

Public Relations and Publicity

Tools and Techniques for Student Organizations

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Table of Contents

INTRODUCTION

CHAPTER ONE
Public Relations Programs

1 . . . .Purpose of a Public Relations Program
1 . . . .Developing an Effective Program
2 . . . .Public Relations Committee Job Application

CHAPTER TWO
Communicating With Your Publics

3 . . . .Students
3 . . . .Adviser, Administration, Faculty and Staff
4 . . . .Community Outside the School

CHAPTER THREE
Equipment Needs for Public Relations Programs

5 . . . .Traditional Materials and Equipment
5 . . . .Modern Technology Needs

CHAPTER FOUR
A Short Course in Journalism

7 . . . .Tips for preparing news releases
9 . . . .Media Lists
10 . . . .Tips on Working with the Media

CHAPTER FIVE
Planning Publicity

11 . . . .What Medium Do You Use?
11 . . . .Easy and Affordable Publicity Ideas
11 . . . .Visual Displays
11 . . . .Poster Pointers
13 . . . .Publicity Worksheet

CHAPTER SIX
Power of the Printed Word

14 . . . .Newsletters
14 . . . .Bumper Stickers and Decals
14 . . . .Brochures
15 . . . .Stationery
16 . . . .School Handbook
17 . . . .Calling Cards
17 . . . .Correspondence

CHAPTER SEVEN
Non-print Media

21 . . . .Public Address Announcements
21 . . . .Telephone Skills
22 . . . .Multi-Media Productions
23 . . . .Student Produced Radio Station
25 . . . .Student Produced Television Programming
28 . . . .The Internet

CHAPTER EIGHT
Evaluating Your Program, page 29

CHAPTER NINE
Bright Ideas, page 30

REFERENCES

Public Relations and Publicity

"The art and science of creating favorable public opinion"

To be successful, a student organization must have a fundamentally sound public relations and publicity program. Any student organization should inform and involve the student body, create good will and enthusiasm, and in general promote its activities not only within the organization itself but also throughout the entire school and the community it serves.

There are techniques of internal communication that establish good public relations with various special groups: the student body, the administration, the faculty, and the staff. Developing an effective public relations/publicity program includes the traditional methods—the use of posters and newsletters, the creative use of bulletin boards, the use of an organization historian, the organized and purposeful telephone campaign, and the art of personal contact. However, the use of modern technology can make the job of creating a sound public relations/publicity program easier. Any organization can mount an effective campaign within its school by using technology available in most schools or through school district offices. Students can create videos, establish a radio station, and use desktop publishing techniques to help create a sound public relations/publicity plan.

If you've become frustrated in your attempt to establish a sound public relations/publicity program, don't fret. With some planning, careful attention to appropriate techniques, and a dash of creativity, you can develop positive public relations which can make a tremendous difference in your school's or organization's program. Whatever the stage of your current public relations/publicity program, you can strengthen your community awareness beginning NOW! ✦

Public Relations Programs

Purpose of a Public Relations Program

One of the purposes of any group is to promote good will among its publics, according to "Mr. Student Council," Dr. Earl Reum. The purpose of any good school, class, club, or organization public relations program should be to generate pride for your student group. Students are ambassadors for the programs they create and promote; therefore, everyone within a school or organization is responsible for making every effort to promote pride and unity within and for the group. The goal of any fundamentally sound public relations program should be to broadcast a group's good works to the community.

Webster's *New Collegiate Dictionary* defines "public relations" as:

1. the art or science of developing reciprocal understanding and good will between a person, firm, or institution and the public; or
2. the degree of understanding and good will achieved.

Student organizations must deal with two types of public relations:

1. Internal public relations, which focuses on achieving favorable reactions from the student body, faculty, administration and staff.
2. External public relations, which focuses on favorable reactions from groups outside the school such as parents, those in the immediate area surrounding the school, and the community at large.

Establishing a viable public relations program with the community is necessary for the school's survival. Students' work in the community can create a productive relationship that enhances verbal and financial support.

The special way your organization goes about informing, involving, developing, and creating good will in the school and community it serves is public relations.

Public relations is:

- Aimed at a public
- Positive
- Planned
- Organized
- Ongoing.

Students and student groups should never miss an opportunity to tell of the variety of positive activities going on within their group. When someone asks, "How is . . .?" members of the group should answer in the most positive manner possible. Every student should be able to give at least a one minute public service announcement about his school, organization, club, or activity. Share the happenings and increase pride and support for your group and school.

Developing An Effective Public Relations and Publicity Program

A public relations committee is an excellent means of constantly working on helping your publics to understand the good

things of your school. This committee often becomes known as the publicity committee since its job is to develop ways of telling the story of the organization and its activities in a special way so your publics will listen and be excited about your school.

Publicity serves four main functions:

1. To inform present members of the organization.
2. To recruit new members to the organization.
3. To inform the general public and influence public opinion.
4. To build group unity and morale through recognition of individual and group accomplishments.

Develop A Public Relations and Publicity Plan

The key to effective public relations and publicity is a good organization with goals, objectives, and a program plan.

1. Appoint a PR committee appropriate to the size of the school and community.
2. Appoint a chair and member who are interested and willing to devote time to the job.
3. Appoint a chair-elect who will serve a year of internship and thus provide continuity. Appoint committee members for two-year terms so experienced members will always be on the committee.
4. Develop a committee structure that designates a contact person for each media: student and public newspapers, student and public radio and television stations, signs, public address announcements, etc.
5. Time a campaign in perspective to the activity or project.
6. Select the most effective methods of reaching a particular public. ✦

EXAMPLE: PUBLIC RELATIONS/PUBLICITY COMMITTEE JOB APPLICATION

Public Relations/Publicity Committee Job Application *(Please print)*

Name _____ Class Year _____

1st Hour Class Name _____ Room Number _____

1st Hour Teacher's Name _____

Your Address _____

City _____ State _____ Zip _____

Your Phone Number _____

The Public Relations/Publicity Committee is seeking individuals to serve on the following subcommittees. Please indicate your top three choices by placing a "1", "2", and "3" in the appropriate space. Would you be willing to chair one of these committees? If so, indicate by placing a "C" in the box in front of your committee choices.

- ☐ Bulletin Boards
- ☐ Banners (computer generated & painted)
- ☐ Newsletter
- ☐ Handbills
- ☐ Brochures
- ☐ Press Releases
- ☐ Student Handbook
- ☐ Media Presentations
- ☐ TV Productions
- ☐ Student Radio Station
- ☐ PA Announcements
- ☐ Other

NOTE: We will have training sessions for all committees.

Check all that apply:

I can work one-half hour before school.
☐ Yes ☐ No

I can work at least one-half hour after school.
☐ Yes ☐ No

I can work during activity period.
☐ Yes ☐ No

Please return to the Student Activities Office by _____.

There is a special link between public relations and communication, for it is through communication that public relations occur. Communication must begin within the student organization. Each member must feel that he or she is contributing to the group's total program. Continuous information must be published—not just monthly, but weekly and perhaps daily. Information must be produced quickly, if it is needed. It takes the whole group working together to be an organization your school will remember. To relate favorably to its publics, your organization should establish good communications with the student body, adviser, administration, faculty and staff, and groups outside the school.

Tips for Improving Communication

A student organization must relate favorably with a variety of groups. Following are suggestions to improve communication with the groups listed.

Student Body

1. Listen to the students.
2. Open meetings to all students.
3. Conduct and follow up on student polls and surveys.
4. Post minutes of all meetings in student areas.
5. Support all activities—athletics, music, drama, etc., and they will help support you.
6. Provide a suggestion box.
7. Plan projects with the student body in mind.
8. Record video and telephone messages about student activities.
9. Display candid photos of students involved in school activities.
10. Have a rally to celebrate students' birthdays that fall within a particular month.

Adviser, Administration, Faculty And Staff

1. Discuss proposed projects and activities with faculty and administration—always with the adviser—for their recommendations, approval or disapproval.
2. Meet regularly with the administration to keep them informed.
3. Invite administration, faculty, and staff members not only to regular meetings but also to work sessions.
4. Invite faculty members to work on special committees.
5. Conduct special faculty social events: appreciation days, faculty member of the week, donuts or cake and ice cream during faculty meeting days, or a dinner.
6. Foster an attitude of mutual respect.
7. Cooperate with faculty on such matters as taking students out of class or sched-

uling of activities with respect to quarter and semester exams, holidays, etc.

8. Schedule some activities that would encourage scholarship.
9. Send "thank you" notes to everyone for everything that happens in your school.
10. Celebrate a special holiday by having a party for school personnel's children.

Community Outside the School

1. Support community drives: United Way Campaign, blood drives, food pantries.
2. Work with the existing community organizations at special events: parades, safety drives, meetings.
3. Develop and advertise a student code of conduct: no drinking and driving (SADD), safe and sane graduation (Project Graduation).
4. Develop an exchange program with the local city government.
5. Invite the retired and elderly to attend special performances of the choir and drama club or offer reduced rates for athletic contests and special events.
6. Invite members of the community into the school as judges for the speech and debate tournaments, for special grandparents' days, or for dinner before a holiday.
7. Establish a tutoring program with the local grade school or help with Project Literacy.
8. Conduct a public vehicle car wash or clean-up project to thank the community for their support of your activities.
9. Prepare a school slide show or video of school activities and organizations' activities and present it to community groups to show "the good things going on in schools."
10. Have a "cookout" at the end of the year for all the business people who donated anything to your group during the course of the year or call to offer two hours of "free work" as a thank you for their support.
11. Invite community organizations to have a meeting on your school campus and provide student ushers, guides, and refreshments.
12. Sponsor a multicultural assembly to improve community relations.
13. Adopt needy families at times other than Christmas or Thanksgiving.
14. Rent a billboard to thank the community for support.

One Last Thought

Constructive public relations is planned. Destructive public relations just happens. ✦

Equipment Needs for Public Relations Programs

Traditional Materials And Equipment

- Pens, pencils, art gum erasers
- Tempera, paint brushes, paint set, ink, marking pens, crayons
- Straight edge, T-square, triangle
- Glue, paste, rubber cement, transparent tape
- Construction paper, poster board, newsprint, poster paper
- Transparencies for the overhead
- Overhead projector, opaque projector
- Copy machine
- Scissors, X-acto(T) knife
- Silk screening materials
- Photography equipment
- Ready Mark Paint Set

Modern Technology Needs

Modern technology has helped make the job of public relations and publicity easier. Computers with CD-ROM, laser printers, word processing, graphic design and database programs, all are technological tools that can be used for public relations. Listed below are items that may help your organization create a sound public relations and publicity program. Many of these devices are available within most schools through the journalism department, computer science department, athletic department or the school office.

COMPUTER HARDWARE

- A Macintosh or IBM compatible computer with the biggest hard drive you can afford.
- SVGA Video Board
- Super VGA Color Monitor
- CD-ROM Drive
- Mouse
- A laser printer or inkjet printer
- A 1/4 to full page scanner (available from Logitech, HP, Epson, etc.)

COMPUTER SOFTWARE

- A word processing program such as Microsoft Word or Works that has word processing, database and spreadsheet programs.
- A graphic design program such as Aldus PageMaker, Quark Xpress, Microsoft Publisher, Corel Draw, or Harvard Graphics. Always choose the latest version of each program. Lower priced school versions that do not have all the features are available from some of the producers.
- Clip art collections such as Logitech Modern Art, Click Art 2000 Image Pack, Clip Master Pro, Imageline Picture Pak Clip Art, and Snap Art. Many such programs exist both on floppy disk and on CD-ROM.
- Poster, banner, and certificate makers such as Print Shop Deluxe, Print Shop Deluxe Ensemble II, PrintMaster, PrintMaster Gold CD-Publishing Starter, and Print Shop Certificate Maker.

MISCELLANEOUS

- **Sony Video Sketch Titler (Edit Studio)**
- **Video Camera**
- **35-mm Still Camera**
- **PoleStar Home Video Transfer System**

There are many more items that could help you create attractive publicity for your organization or school. Visit your local computer store or subscribe to one of the trade papers for technology that review software and hardware on a regular basis.

Join the National School Public Relations Association, 1201 16th Street, N.W. Washington D.C. 20036. Dues are only $25.00 per year, and you will receive a gold mine of public relations materials, including monthly bulletins. State school public relations organizations also produce monthly newsletters. ◆

Editors receive endless news releases, photos, feature stories, and news articles on a daily basis. They are always looking for good stories that will be of interest to their readers. If a submitted article can successfully compete with other newsworthy items, it will make its way into print. The media will not use an article that isn't going to attract reader's attention.

Tips for Preparing News Releases

Newspaper stories and press releases are more readily acceptable to the local print media if these instructions are followed.

1. Type only on one side of 8 1/2" x 11" paper.
2. Double space.
3. Leave the top one-third of the first page blank, except for source information.
4. Source information should be placed in top left corner of the first page and should include:
   a. Full name and address of your organization and school
   b. Writer's name
   c. Writer's telephone numbers (school and home)
5. End each page with a complete paragraph. If a second page is necessary, always indicate "MORE" centered at the bottom of the first page.
6. Use short words, short sentences, and short paragraphs. Go easy on the adjectives. Keep stories SHORT.
7. Use any of the following to indicate the end of the story:
   ### -30- XXX •••
8. Leave a generous margin on all sides.
9. Send news story or information to a local reporter, by name.
10. Get story in as far in advance of local press deadlines as possible.
11. Always use first and last names; identify every person mentioned.
12. If your story is not printed at the time expected, one follow-up call is permissible to find out why it did not run.
13. Make absolutely certain that every name used is spelled correctly.
14. News stories are built as inverted pyramids. This allows editors to cut off ends of articles when there isn't enough space. This is an example of the order your story should follow:

•MAJOR FACTS
Who? What? When? Where? Why?
•MAIN DETAILS
Other enhancing information
•LESSER DETAILS
Quotes or descriptive information that can be cut from the story

15. Send photographs to show only what the press release tells. Use quality photos that are black-and-white and of high contrast. Always attach the caption information to the bottom of the photo on a separate sheet so that it hangs down from the print. Never write on the backs of photographs.

If you want your press releases, feature stories, or photos printed, write about people; they are more interesting than the event itself. Plan to write about upcoming activities rather than a follow-up on an event. You should also emphasize that school news is community news.

Compile a list of all print media or public service radio and television stations that will run your press releases, stories, or service announcements. Cable companies usually have a public service station that accepts announcements about activities that benefit the community. However, most media require information one to three weeks in advance of the activity.

Don't complain if your initial stories or announcements are not published or put on the airwaves. Try again! Next time give them an even better release or announcement that is concise and clear. You may even call the reporter or announcer and ask how you can improve your announcements and news stories. But call only once. Do not be a pest!

EXAMPLE: NEWS RELEASE

The release can be written on organization or school stationery. It should be typed, double-spaced on white paper, using the format below and replacing all underlined words with the appropriate information. If more than one person is attending the conference from your school, coordinate your efforts and write one news release as a team. (Sample from the NASSP Department of Student Activities' office.)

DATE _____

FOR IMMEDIATE RELEASE

For further information, contact:
Your name, phone

LOCAL STUDENT LEADER ATTENDS NATIONAL MEETING

Your name, your year in school, your high school, is one of 1,650 student council leaders and student activity advisers attending the 61st National Association of Student Councils (NASC) Conference June _____, 1997, at Paradise Valley High School, Phoenix, Arizona.

The national meeting will include training sessions on leadership skills, effective communication, motivating other students, and effective student activity projects. The delegates will hear such speakers as _____. In addition, delegates will debate key national and international issues.

"Our hope is to equip these student leaders with the often overlooked skills they will need to be future leaders," explained Rocco Marano, Director of the Department of Student Activities of the National Association of Secondary School Principals (NASSP), sponsor of the NASC. "Not only will these students be leaders in their school next fall, but also they will soon be accepting the mantle of leadership in their communities and country. To be successful they must know how to motivate others, compromise, work as part of a team, and communicate. These skills are taught in sessions such as those at the NASC Conference and in student activity programs across the nation. They must not be overlooked."

Student's name is the son/daughter of parents' name of city of residence. While at your high school, he/she has been list up to five offices student has held or organizations in which student has participated.

NASC is sponsored by the National Association of Secondary School Principals, the nation's largest school leadership organization, representing 43,000 middle level and high school principals and assistant principals and 58,000 activity advisers.

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EXAMPLE: NEWS RELEASE

This is a sample news release from the Public Information Kit For Schools from the North Central Association of Colleges and Schools.

James A. Reed High School
12345 James A. Reed Road
Kansas City, MO 64114
816-942-6789

DATE_____

FOR IMMEDIATE RELEASE

For further information, contact:
Your name, phone

JAMES A. REED HIGH SCHOOL ACCREDITATION RENEWED

Principal Michael Martin of James A. Reed High School announced today that the school's accreditation has been extended through the 1996-2003 school year.

"Once in every seven-year cycle each North Central Association school must undergo a comprehensive self-study followed by an NCA team visit," Principal Martin explained. "This school was last evaluated in 1988. In the interim years, a school is accredited on the basis of its report on conditions in the school and on such supplementary information as the Commission on Schools requests. This continued accreditation means that the conditions for effective education exist in the school."

The North Central Association is the largest of the country's regional accrediting agencies. It is a voluntary-membership league of 6,000 schools and 900 colleges and universities within a nineteen-state region. The Association works with schools to strengthen education through evaluation and accreditation.

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Media Lists

When dealing with the media, you need your own press lists from which to work. This list should include names of all important media, their addresses, telephone numbers, and the names of editors or reporters. It should also include deadlines.

COMPILING LISTS

Gather your media lists in one of several ways.

1. Call newspapers and broadcast stations in your area and ask for the names of reporters or producers who would be interested in your school's or organization's information. They can also provide you with requirements for releases or announcements.
2. Search the local library for up-to-date directories listing national, state, and local media sources. Often professional organizations publish annual directories listing press, radio, and television contacts.
4. Contact a local public relations firm or business journal that might provide you with the needed information.
5. Consult a state or local school public relations organization for media specialists in your area.

UP-TO-DATE ROSTERS

1. Update your press contact list twice a year. Names of reporters and producers change often.
2. Keep contact names, addresses, phone numbers, and deadlines on individual 5" x 7" index cards. Catalog cards by the individual medium: city newspapers, local or specialty newspapers, local television and radio broadcast news stations, and local cable stations.

3. Record dates and topics of releases sent to the media on the back of the index card. If published, record the publication or broadcast date.
4. Compile a file of all media releases, both printed and electronic.

Tips On Working With The Media

1. Appoint only one person from your school or organization to contact the news media. Eventually, this person's name will be recognized by the media specialist.
2. Establish personal contact with the right person in the local media and work to develop a positive relationship.
3. Meet all deadlines. All media channels have deadlines. Learn about these and operate within them to achieve the greatest impact for your media releases.
4. Submit legible material and send original copies. News releases should be typewritten, double-spaced, and amply margined.
5. Use good judgment in seeking free space or time for a school event. Newspaper space, radio time, television/cable time, and public service announcements are costly.
6. Check all releases for accuracy. Double check all dates, times, spelling of names, and addresses.
7. Be businesslike when dealing with the media. Do not demand or expect to be told exactly when your story will appear.
8. Secure your own newspaper clippings or recordings of your releases. It is your responsibility, not a media responsibility.
9. Invite members of the media to any function or event as your guests. Arrange for special seating and a "press table" or "press office" if you anticipate several members of the media.
10. Write a note of thanks after your school or organization has been featured. Appreciation might get you future coverage more quickly. →

Planning Publicity

What Medium Do You Use?

Consider these questions when selecting the proper medium for your publicity:

- Which audiences are you trying to reach?
- How much time do you have?
- Which medium is most appropriate for your time constraints?
- Should you use a single medium or several?
- How much will you need to spend on publicity? How much you can afford?
- Which medium will accomplish your goal at the lowest cost?

Easy and Affordable Publicity Ideas

"More announcements? Oh, please—don't bore me!" (yawn)

Is this the typical student reaction to your PA announcements? Worse yet, are PA announcements the main source of publicity in your school? Read on and see how you can grab the attention of your fellow classmates.

- Long banners
- Telephone tree
- Sandwich board... this is an easy "moving" poster !
- Sing it
- Balloon messages
- Pencil messages
- Hat signs
- Sidewalk signs
- Yard signs
- Skits/role plays
- Sky writing
- Bookmarks
- Hand carried signs

Visual Displays

Today's society is visually oriented. MTV, billboards, department store displays, and national newscasts all provide the public with exciting visual images. We have heard the expression "a picture is worth a thousand words" used by the media experts and the not so expert. Learning to use visual communication is essential in any public relations and publicity effort.

Creative visuals provide:

1. Better display and explanation of organization activities.
2. Greater creativity of display.
3. A showcase for student photographers, technicians and artists.
4. An information base for the organization's publics.
5. Portability.

Poster Pointers

1. Posters should be:

Clean—white space should be evident
Clear—readable
Concise—include essential information
Crisp—be attention getting

2. **Posters should include the following information:**
   - Name of the event
   - Days and dates of the event
   - Time
   - Place
   - Cost (if applicable)
   - Sponsoring group
   - Contact person and phone number (optional)
3. Use bright colors with bold letters for the most important message, smaller letters for explanatory purposes.
4. Create different shapes and designs from the poster board to enhance your message; i.e., a record or compact disk shape to advertise a dance or newsprint to announce election results.
5. Choose a theme, symbol, or design for your posters to help viewers remember your activity.
6. Place posters slightly above eye level and in areas of greatest student concentration; e.g., staircases, cafeteria walls, entrance from parking lot, etc.
7. Use techniques which fit your organization's budget.
8. Remove posters immediately after an event.

Publicity Worksheet

Using a form like the one on page 13 will help you plan a thorough publicity campaign. ✦

PUBLICITY WORKSHEET

Activity _____ Sponsoring Group _____

Name of Activity _____

Target Group _____

Chair of Activity _____ Phone _____

Day(s)/Date(s) _____ Time(s) _____

Location _____

Ticket Prices _____ Sales Outlets _____

Ticket Discounts _____ Sales Deadline _____

Publicity Dates _____

Kinds of Publicity:

☐ P.A. ☐ Newspaper ☐ Flyers ☐ Banners ☐ Posters ☐ Radio ☐ TV ☐ Other: _____

Printed Programs: ☐ Yes ☐ No

Information for Program:

Information about special guests, speakers, performing groups etc.

_____

_____

_____

Additional Information:

Public Address Announcement _____

Speaker(s) _____

Rehearsal time _____ Place _____

Power of the Printed Word

Printed materials such as newsletters, school or club handbooks, brochures, pamphlets, handbills, posters, letterhead stationery, and calling cards can all be essential in any effective publicity campaign. If properly designed and produced these materials will give your school or organization credibility and show your professionalism. There are common, inexpensive ways to produce these printed materials which will help you reach your intended audiences and accomplish your public relations and publicity goals.

Newsletters

A newsletter can be the voice of an organization or school. It can be both internal or external with a circulation in the hundreds or thousands. Newsletters are vehicles for getting information into the hands of the students, teachers, and staff or into the larger community of parents and interested school patrons. Through a newsletter you have the opportunity to recognize the achievements of fellow students, teachers, and staff, or feature the work of clubs and organizations in the school community or the larger community outside the school. Remember to keep in mind the larger audience potential when designing any type of newsletter. No newsletter stays only in the arena in which it is distributed.

Newsletters can serve as a clearing house for information, can advertise upcoming meetings and events, or can be a method for recruitment for your school or organization. Most are sent out quarterly. Since most schools are nonprofit, you may be able to mail your newsletter at a special low rate called bulk mail. This will require presorting according to the recipients' zip codes and you must have a minimum number of pieces, currently a 200 piece minimum.

Bumper Stickers and Decals

Bumper stickers and decals may not tell people a whole lot about your school, club or organization, but they help keep its name before the public. They can be handed out at assemblies, given to club members, or distributed in the community. However, never place a sticker on anyone's car or window without permission. Legibility is the key to a good bumper sticker or decal. It should definitely include the name of the organization and a familiar logo. Standard sizes include the 5" x 14" size or the smaller version of 3 1/2" x 8" which easily fits into business size envelopes. Choose a dark background color with white lettering or the reverse to make your message stand out. Do not crowd too much on a bumper sticker or decal. Readability is a necessity.

Brochures

Brochures usually provide information about your school, club, or organization. They are used to arouse interest, answer questions, and provide sources for further information. Usually an 8" x 11" inch trifold size allows you to produce a brochure that easily fits into a business envelope. You should develop a plan when you develop a brochure. Unless you are a professional graphic artist, don't try gim-

micky techniques with type or color. No one likes to see green people or hard to read headlines. Something as simple as reverse printing in black bars can be an eye-catching visual. A well-designed brochure unfolds its information in a logical progression, beginning with the front panel and continuing to the final panel, so pay attention to how the panels unfold.

Stationery

Letterhead stationery is an effective public relations tool. If properly designed and printed, stationery will give your organization or club credibility by showing that it is run professionally and effectively. More often than not, school groups use the school's letterhead stationery. However, your own letterhead stationery and envelopes will bring your group more recognition and professionalism.

Letterhead Stationery Standards

1. Use standard-sized 8 1/2" x 11" bond writing quality paper which comes in 16-24 pound weights. Choose a complementary envelope of quality stock.
2. Design your letterhead simply with your organization's name, address, phone, fax, and e-mail numbers within the top two inches of the stationery. Include the school and/or club logo at the top of the stationery. Envelopes should include everything but the school's phone, fax, and e-mail numbers.
4. Select a typeface (graphic design of the letters) that is attractive, but avoid getting very fancy. The biggest letters on your letterhead should not be more than 18 or 24 point, the smallest 8 or 10 point.
5. Choose a light color—white, buff, ivory, beige, or light gray—for your letterhead paper and ink of a dark color—black, dark brown, or dark blue—for the print. Order blank sheets of the same colored paper to use as second sheets.
6. Feature a simple logo (the symbol of your organization) that will allow people to identify your group at a glance. Your logo should be original.

J.C. LIONS HIGH SCHOOL
Student Government Association
1234 Paw Lane
Lion, NM 65412-1234
Phone: (913) 333-3636, Fax: (913) 333-3637
e-mail: XYZ@school.edu.state.us

20 December 1996

Heartland Blood Center
123 North R Street
Lion, NM 65412-1234

Dear Sir:
Please find enclosed our request for posters and other materials needed for a successful .....

School Handbook

Knowing the "ins-and-outs" of your school, club or organization is a benefit to everyone.

A good public relations tool for your school is a student handbook that can be given to prospective students from your feeder schools. It is also beneficial to transfer students. The handbook can be distributed when students register and can be placed in the school library and counseling office. A handbook is also a means of providing continuity within an organization or school. It can contain many important informational items.

Content: What makes a good handbook?

1. Attractive cover
2. Table of Contents
3. Welcome from the organization president or student body president
4. Goals of the school or organization
5. Roster of faculty, staff, administration and where their offices are located
6. Listing of clubs, organizations, and major activities on campus, including when and where they meet and how often, membership requirements, etc.
7. Map of the school with important areas identified
8. Helpful hints from upperclassmen
9. School song or fight song and cheers used at games and pep rallies
10. School mottoes, mascot, school colors, etc.

INFORMATION AND WRITING: HOW DO WE GET THE INFORMATION AND MAKE SURE IT'S CORRECT?

1. Write a letter to all members of the school community asking input on their club, activity, or organization.
2. Check with the school maintenance department for blueprints of the school or a floor plan.
3. Consult administration for all general information about the school.
4. Ask new students what they wanted to know about the school when they enrolled.
5. Get quotes about the school or organization from current students.
6. Ask members of the yearbook staff or journalism class to help you write copy for the handbook.

PRINTING: HOW DOES THE FINISHED PRODUCT LOOK?

When planning the handbook, take the following factors into consideration.

1. Size
   - Overall size of handbook (dimensions)
   - Number of pages
2. Format
   - Type style
   - Illustrations and art work
   - Color of paper and ink
   - Cover design: attractive, school colors, crest etc.
   - Page design
   - Use a desktop publishing program
3. Price
   - Determined by size of book, numbers of pages and if the handbook is camera ready for duplicating
   - Should handbook be copied at school or sent to the printer?
4. Deadlines
   - For articles to be written
   - For camera-ready copy to be sent to printer
   - For printer to have finished handbooks to school or group
   - For number of copies to be printed

Student's Full Name

is a member of Liberty High School's

Club or Organization's Name

If you wish to confirm the above information you may call:
Adviser's Name
Name of High School
School Address (include city, state, and zip)
School Phone Number and Extension

Calling Cards

Calling cards are recommended for any club or organization that plans to deal with members of the community or the media. They serve many functions:

1. They are an excellent means of introduction.
2. They identify students as official representatives of your organization or club when they are seeking the services of a member of the business community.
3. They provide individuals who may wish to contact you or the student later with your name and phone number at school.

The calling card can be printed inexpensively, and is usually printed in large quantities. Calling cards can be produced on the computer through the use of a desktop publishing program or a word processing program. Inexpensive prepackaged sheets of blank business cards are available at local office supply stores and allow students to produce the business cards in-house.

CALLING CARD PARTICULARS

1. Print them on card stock that measures 3 1/2" x 2".
2. Display your school and/or organization's logo, address, and phone number.
3. Identify your school and organization.
4. Include an identification line for the student's name.

Correspondence

Every club or organization president and secretary, committee chair, or member will write letters, thank you notes, and memos to both their internal and external publics. Writing letters or memos requires conciseness and clarity, whereas thank you notes require sincerity and appreciation. As with any type of writing, you should develop an outline of central ideas and supporting information. This will result in a concise and appropriate letter for the situation. Remember to always check spelling, grammar, and punctuation.

LETTER FORMAT

There are a number of accepted formats for letters. Develop a standard format and follow it on all letters. One of the most used formats is the full-blocked. In a full-blocked style, all elements are typed flush left, ragged right, and single-spaced, with a dou-

ble-space between paragraphs. All letters have common elements:

1. Inside address—exactly as it will appear on the envelope—typed four or five lines below the letterhead.
2. Date—month, day, and year.
3. Salutation—use proper forms of address (Mr., Mrs., Sir or Madam).
4. Body—the central ideas covering the subject without rambling.
5. Complimentary closing.
6. Signature—a handwritten signature, followed by the typed name and title of the writer.

MEMO FORMAT

Memos are short messages exchanged with internal publics. Even though they have a format, they are normally informal, brief, and clear. The memo follows these basic guidelines:

EXAMPLE: FULL-BLOCKED LETTER FORMAT

(Be sure to use your personalized stationery.)

LINDBERGH HIGH SCHOOL
Student Council
4900 S. Lindbergh Blvd.
St. Louis, MO 63120
(314) 849-2000

January 3, 1996

John Doe
1234 North 16th Street
St. Louis, MO 63128

Dear Sir or Madam:

On March 29, 1997, Lindbergh High School will be conducting a convention called "Youth Conference With Older Americans" (YCWOA). At this convention, students and elderly people of our community have the opportunity to interact with one another through various activities such as discussion groups, learning sessions, and dancing. This is a learning experience for both of these distinct groups.

Lindbergh High School has held YCWOA for many years, and the convention has been a great success. In order to continue this exciting project, we need donations of items which may be used as attendance prizes or which can be put in "goodie bags." If you would be interested in making any donation toward this project, please call me at the school number as soon as possible. Thank you.

Sincerely,

Anna Jones, Chair
Goodie Bag/Attendance Prize Committee

NOTE: You may wish to contact Lindbergh High School at the above address if you are interested in this particular project; however, "Anna Jones" is a fictitious character.

1. The word "MEMORANDUM" is usually typed or printed at the top of the form.
2. The following form is then followed:
   DATE:
   TO:
   FROM:
   SUBJECT: (or sometimes, RE:)
3. Memos are usually initialed after the sender's name at the beginning of the memo.

THANK YOU NOTES

Thank you notes are more personalized correspondence. They should be sincere and appreciative for the services rendered your school, club or organization. Always indicate the event, the day or date on which the services rendered occurred, and the services rendered in the body of the thank you note. This shows that you and your group are not mass producing the thank you note. All the elements of a business letter are used in writing a thank you note, if it is typed. However, more personal thank you notes are neatly and legibly hand-written on a simpler note card and contain all the elements of a letter except the inside address. →

EXAMPLE: MEMORANDUM FORMAT

MEMORANDUM

DATE: April 10, 1996
TO: Faculty Members and Staff
FROM: Jeanne Smith, Student Chair
RE: Senior Citizen Prom

Last year Student Council held a very successful "Senior Citizen Prom." We are now in the process of planning our fifth prom. Many faculty and staff members contributed their time and donated raffle prizes. We would again like to ask for your help. Examples of last year's raffle prizes were arts and crafts, small gifts, and home baked goods or jellies and jams. Things such as these made many of the senior citizens very happy.

We hope you will be able to help us this year. Your contributions will be greatly appreciated. If you have any questions, please contact me or Mrs. Leger, our adviser.

Please complete this portion of the memo and return to Mrs. Leger's faculty mailbox if you are interested in this worthwhile project.

☐ YES! I am interested in assisting with raffle prizes.

_____
Faculty Name

_____
Prize I will donate

NOTE: If you are interested in this project, you may wish to contact Mary Leger, the Student Council adviser at East Hartford HS, 869 Forbes St., East Hartford, CT 06118. The phone number is (203) 282-3200. "Jeanne Smith" is a fictitious name.

EXAMPLE: FORMAL THANK YOU LETTER

EAST HARTFORD HIGH SCHOOL
869 Forbes Street
East Hartford, CT 06118
(203) 282-3200

8 May 1996

East Hartford Nursery
1375 Silver Lane
East Hartford, CT 06118

Dear Sirs:

On behalf of the East Hartford High School Student Council, I'd like to offer our most sincere thanks and appreciation for your support of our Senior Citizen Prom. Your contribution of floral arrangements was highly instrumental in making this activity a success. Both the students and the senior citizens were able to have an evening of enjoyment and good memories.

Once again, thank you.

Sincerely,

Emily Johnson
Student Council Secretary

Public Address Announcements

Public address (PA) announcements are informative and should reach many people. Information needed in a PA announcement includes:

- Dates to be announced on the PA
- Name of event
- Time of event
- Place
- Day(s)/date(s) of event
- Cost
- Organization sponsoring event

ANNOUNCEMENTS CAN BE MADE MORE CREATIVE BY:

- Using sound effects
- Taping with music for a background
- Singing it alone or with a group
- Reading it as a poem
- Reading it as dialogue
- Using dramatic characters

Creative and effective PA announcements can be created by individuals outside your council or organization, so seek out the drama and music students or other creative people in your school. PA announcements should be tested on fellow students or teachers who are attuned to student likes. Always rehearse the announcement before it is given, and revise it if necessary. An effective way to rehearse is to pre-record your announcement then play it back. This will give you an idea of how it will sound to the student body.

Telephone Skills

The telephone, invented in 1876 by Alexander Graham Bell, made an immediate and tremendous impact on society. It changed the world and communication has never been the same.

Telephone skills are special communication skills. In normal face-to-face conversation, we are often able to use visual cues—body language, facial expressions, and hand gestures—to communicate and interpret the desired information. Telephone communication, however, requires extra effort on the part of the caller and the receiver. Most individuals never think about the challenges of telephone communication.

Communication problems occur when individuals speak too softly or too loudly, mumble, or speak too quickly. If the speaker uses improper vocabulary or slang during the conversation, converses in a foreign language, or seems disorganized in delivering his message, misunderstandings occur during the phone communication. Background noises and static on the line can also contribute to communication problems. A telephone conversation is a complex situation and if not well-managed, it will fail to achieve its purpose.

TELEPHONE SKILLS NECESSARY FOR EFFECTIVE CALLS

★ Listening

Listening is an act that requires both hearing and thinking. When you don't listen

effectively, you may misunderstand a speaker's problem, misinterpret comments, and even give incorrect information.

★ Questioning

A telephone conversation is a dialogue. In a telephone call, you ask questions to gain information or to confirm information. Plan a line of questioning and listen for the answers to those questions; however, avoid conducting an inquisition.

★ Speaking

Speaking voices reflect the following variables in a telephone conversation: pitch, speed, volume, inflection and enunciation. Develop a professional and businesslike telephone voice that promotes a pleasant personality and a positive attitude.

TELEPHONE COURTESY TIPS

★ Receiving Calls

1. Allow at least four but up to six rings before you assume the person you are calling is not going to answer.
2. Answer the phone on the first or second ring, if possible, when receiving a call. Identify yourself and offer your help.
3. Know the proper process for transferring a caller to another individual in your school system.
4. Ask for permission to put a caller on "hold," take a message whenever possible, and never abandon a caller who has been placed on "hold."
5. Take care in handling the telephone receiver, and don't eat or drink during a phone conversation.
6. Always have paper and pencil handy to record information and messages.
7. Return calls promptly.
8. If disconnected, the person making the original call should make the second call.
9. Use proper forms of address (Mr. or Mrs. with the last name or Sir and Ma'am), and avoid slang expressions and the use of clichés.
10. When closing a call, use traditional forms of closure such as "good-bye," rather than informal versions like "so long," or "talk to you later."
11. If you have an answering machine or voice-mail system, prepare a welcome and offer directions for incoming calls. Check messages frequently and respond to messages promptly.

★ Placing Calls

1. Greet the person you are calling in a friendly way and identify yourself, your organization, and your position in the organization.
2. State the purpose for your call.
3. Deliver your message in a friendly and businesslike manner.
4. Thank the person called for his or her help or time given during the call.
5. If you must leave a message on an answering machine or voice-mail system: speak slowly, clearly and concisely, identify yourself immediately, indicate the time and day/date, state a brief message, and state your telephone number if you want a call back. Include your area code if calling long distance.

Multi-Media Productions

IMAGES! IMAGES! IMAGES!

Our view of school life is plural. We see school life from many different viewpoints, at long distance and close up. We take these multiple perceptions and from them form a conceptual whole, perhaps a fully developed idea, perhaps an overall impression. Media productions present a visual impact of student life. The goal of a media production is to duplicate the process of human perception, to communicate a single, unified message—be it an

idea or an impression—using displays of images.

In a media presentation for an organization or an activity you will be telling the stories of individual people and teams, teachers and students, customs and traditions. You will be telling these stories with a visual impact no other medium can duplicate.

A programmed presentation, if effectively produced, creates interest and excitement.

JUST WHAT ARE YOU GETTING YOURSELF INTO?

Planning, production, and presentation are the three "P's" of creating a multi-media production.

1. *Analyze your goals.*
   - What are you trying to say?
   - Who's going to see it?
   - Will the audience be receptive to a media presentation?
   - Is the cost of producing the presentation reasonable for the message presented?
   - Do students in the school or club members have the expertise to create the production?
   - Does the school or club have access to the equipment and supplies necessary to produce and present a show?
2. *List presentation requirements.*
   - What is necessary for the success of the presentation and what is merely desirable?
   - What media do you use?
   - Resolve the following:
     - Length of the presentation
     - Single or multi-screen projection
     - Media used in presentation
     - Live or canned narration, or no narration at all
     - Filmed interviews
     - Stereo sound, music
     - Equipment needed
     - Budget
   - Schedule for completion
3. *Production: planning with style*
   - Choose a theme and brainstorm how to illustrate this theme.
   - Choose a title that will attract attention.
   - Show "the way life is" within your school or group.
   - Decide what creative methods will build your visual style.
   - Find a photographer with strengths in candid shooting.
   - Write a script to fit the theme and the pictures.
   - Select a commentator.
   - Rehearse before giving the presentation.

Start on a small scale, then keep producing. Stretch your imagination and try new techniques and ideas with each new presentation.

A visual style affects the number of slides or feet of video film you must shoot to produce the media presentation. This number will affect the cost of producing the presentation.

At the beginning of production, most attention is focused on the presentation elements—script, photography, sound track, art work, screens, and equipment— because they form the heart of the presentation. However, also give consideration to the size of the room in which the presentation will be held and the acoustics. Sound should never be a last minute consideration when planning a visual presentation.

Student Produced Radio Station

"The Music and Talk Show"

A student radio station can provide the opportunity for students to assume

increased responsibility for the daily announcements. Students dislike the morning and afternoon "run of the mill" administrative announcements as much as administrators dislike doing them on the PA system. A student-designed radio station can provide a relaxing atmosphere for students before and after school, assist the administration in the reading of daily announcements, increase school morale by making early morning arrival more enjoyable for students, and give students the opportunity to advertise upcoming events in a creative atmosphere.

STATION OPERATION

1. Determine the number of days the station will operate: daily, three times a week, etc.
2. Schedule the on-air broadcast time to the school's normal daily operating hours. Usually a 30-minute broadcast time is an average.
3. Check out the public address system and determine what areas will receive full coverage: i.e., the cafeteria, locker areas and other public student areas should receive full coverage from one-half hour before school begins. However, classrooms, the main office, department offices, library, and other designated "quiet areas" should only receive broadcast of the daily announcements.
4. Review equipment necessary to play music through the PA system. Ask help from the building supervisor.
5. Purchase or rent a CD player that is compatible with the PA system and complete a work order so that it can be properly hooked into the system.
6. Write an operations procedure for use by anyone operating the system. However, it is better to select a tech wizard(s) from the student body to act as the technician(s) for the radio station.

ORGANIZATION STRUCTURE

1. ***Station Manager.*** This individual coordinates all station operations and personnel. This person must be highly organized and a "people person."
2. ***Assistant Station Manager(s).*** He or she assists the station manager and coordinates information with the school administration for the daily announcements. Checking typed announcements prevents on-air mistakes by newscasters. This individual also posts a schedule of DJs on a two-week basis and notifies DJs the night before they are on the air. If a DJ is sick the day of the broadcast, he or she notifies the assistant manager who finds a replacement.
3. ***DJs.*** The number selected is determined by the station manager, assistant manager, student advisers, and the adviser. They play music previously approved by a music committee, announce commercials, and in some instances, advertise special school events, and give the school's daily announcements. They must have a good speaking voice and be articulate.
4. ***Music Committee.*** A group of students should select music to be played during broadcast time. This committee needs to be representative of the student body so that the radio station music appeals to students. They also solicit CDs that are necessary for station use.
5. ***Technicians.*** These individuals are responsible for the day-to-day equipment preparation necessary to broadcast the program. They prepare the PA system to meet predetermined settings, do sound check levels throughout the building and make needed adjustments.
6. ***Commercial Writers.*** These individuals write commercial announcements for special club and organization activities. They also solicit individuals to be on-air

spokespersons or coach club members in proper on-air delivery.

7. ***Adviser.*** Choose a teacher who knows student likes and dislikes and is familiar with current music being broadcast. There is always a music lover who will assume this position.

STATION GUIDELINES

1. Only pre-approved music can be played by the DJ.
2. Commercials and club advertising must be submitted before the day of broadcast.
3. A variety of music will be selected for broadcast. Student likes and dislikes will be taken into consideration.
4. DJs will not have a personal agenda or refer to "in" jokes or stories that would embarrass any individual or group.
5. Formal applications will be submitted for all jobs described above.
6. All station personnel apply for positions and sign contracts stating their responsibilities to the radio station and to the school.

Student Produced Television Programming

Schools, clubs, and organizations can use student-directed television programs to entertain and inform their internal or external publics. With little experience and minimum equipment requirements, the PR committee can create some creditable video presentations. These programs can be aired within the school on closed-circuit television or offered to the local cable network to build a communications network with the larger community outside the school.

The standard goal of any student-produced television program is to report student life at your high school. Programming can cover student issues, sports, school board and administration actions, academic

EXAMPLE: RADIO STATION JOB APPLICATION

Radio Station Job Application

Please print

_____
Name Class Year

_____
1st Hour Class Name Room Number

_____
1st Hour Teacher's Name

_____
Your Address

_____
City, State, Zip

_____
Your Phone Number

I, _____, understand that in order to serve as a member of the Tigers High School Radio Station, I must be guided by the rules and regulations of the school as stated in the Student Handbook.

I wish to apply for the following position(s) on the radio station staff:

- ☐ Station Manager
- ☐ Assistant Station Manager
- ☐ DJ
- ☐ Music Committee
- ☐ Technician
- ☐ Commercial Writer

I have read the posted job descriptions and realize that violation of the stated responsibilities and any of the rules—as stated in the Student Handbook—may be cause for suspension from my duties. Violation of the stated responsibilities could cause suspension of the entire radio station program. Additional disciplinary measures may be taken by the school.

_____
Student Signature Date

Please return by_____to the student activities office.

achievements, and club events. Special events can become part of an update as can movie reviews or other features on the environment, fashion, and student jobs. The power of television is self-evident. Its ability to persuade an audience is unparalleled.

TECHNICAL EQUIPMENT

1. A video camera—VHS and VHS-C. Do not use 8 mm since editing equipment will not handle the tapes.
2. Remote microphones are nice but not essential.
3. Editing equipment—editing systems can be expensive, but editing can be successfully completed with the video camera and a VCR with a pause button.
4. Delivery system—place school media equipment in areas in which students congregate: the cafeteria, locker hall, study halls, etc. Take advantage of a closed-circuit television that many schools now have on line within their buildings.
5. Special Lighting—not a necessity but may be needed, depending upon situation.

SET BACKGROUND

1. Professionally built by a shop class or a theater tech class.
2. Unusual places on a rotating basis: back of a truck, under the goal posts, the vice-principal's office, the boiler room, the locker rooms or any other room where student anchors can be heard clearly.

STAFF NEEDS

1. *Anchors* determine the success of the productions. A sense of humor is a necessity, and "chemistry" must exist between them. Students will quickly become hostile if they do not like the lead people.
2. *Sports Reporter(s)* is usually the simplest position to fill since everyone is an armchair sports analyst. This position involves filming sports highlights of all sports and interviewing coaches and players.
3. *Student Issues Reporter(s).* Credibility with the students is a top priority with this job. These individuals must have the "pulse" of the school in mind at all times and must accurately report student issues.
4. *Special Assignment Reporters.* These positions can be filled by individuals who have special interests and expertise.
5. *Scriptwriter.* Real TV uses a script; not using one can be a disaster. All anchors and reporters should use one, even though at times they may ad-lib from it. The scriptwriter works closely with the station adviser.
6. *Producer.* This individual sits down with the station staff members and decides on the content of the show. A good organizational person is needed for this position.
7. *Editing Engineer.* Every school has a "techie" who loves this stuff. Find this person and make him/her feel as important as he/she really is. In fact, if you can find more than one, put them on staff. This individual becomes the MVP of the station because he/she makes the rest of the staff look good.
8. *Camera Operator.* This job requires patience, a steady hand, and a person who takes direction well.
9. *Adviser.* It always helps if this person has experience or knowledge of television production, but this is not a requirement. You do, however, want an individual who is attuned to students.

STATION GUIDELINES

1. Communicate with the student newspaper staff. Reassure them that there is enough room for both of you to operate successfully on campus.

2. Be entertaining, but not at the expense of hurting individuals or groups.
3. Get both sides of every story. You may even invite your audience to respond.
4. Be balanced with your approach. Academics should not be neglected at the expense of sports. Show all segments of your school's society.
5. Give administration air time. Even a student-produced television program can help explain administrative policy.
6. Do not be afraid to be controversial. Getting permission to do a story is not as difficult as you think if you are prepared to present your story in a professional manner.
7. Ask for input from the student body on what they would like to see.

THE PROCESS

It takes approximately two weeks to produce a professional-looking television program. Plan early, know your purposes, prepare materials and schedule your programming topics to coincide with popular school activities. The school calendar can give you good ideas for material.

1. The producer and staff meet to determine content of the program.
2. Sports, academic, and club activities on the school calendar are assigned normal coverage by the staff for the news-in-review spot.
3. General filming assignments are scheduled with specific deadlines.
4. Special assignments and "hot" student issues are determined and selected by the staff.
5. All film is collected and reviewed by the producer, the anchors and scriptwriters. Suggestions are made to the scriptwriters by the staff.
6. Scriptwriters put together a script which is reviewed by the anchors and advisers.
7. Anchors and on-camera people get the script one day before shooting.
8. On camera people read from the script while the camera person records them.
9. The source tapes and show tapes are given to the producer and the editors who blend them and add music when appropriate.

Any television production has to have visual appeal and human interest. It must also be timely to attract the attention of high school students. For additional information on producing your own television programs, contact the following schools:

Orono HS
795 Old Crystal Bay Road N.
Long Lake, MN 55356-9594

Students from Orono have produced the "Spartan Update" as a valuable public relations tool. They are on the air in the school and on the local cable access channel. They produce a program every two weeks and have covered such topics as teenage suicide, cheating, school funding, chemical abuse, pregnancy and other student issues. They have also produced smaller updates to stop rumors within the school.

Winnetonka HS
5815 NE 48th Street
Kansas City, MO 64119

Winnetonka students produce a daily news program to take the place of school announcements in the morning. They include the necessary announcements from the school, clubs, and organizations. They also feature special segments on student awards and current issues as well as features on sports teams and organizations.

Using the Internet for Public Relations

The Internet, cleverly dubbed the "information superhighway," is quickly becoming an invaluable tool for school public relations and publicity programs. The Internet is a global network of networks that links corporations, small businesses, universities, schools, and individuals. Two main avenues exist for using the Internet in your public relations/publicity program.

E-MAIL

Some schools have created e-mail accounts for every student on an in-school network. Through use of the school computer lab, every student can check his/her e-mail and send messages to other students. This is a great advantage to organizations. Instead of trying to track down members, or relying on PA announcements to get the word out about meeting times and other important information, club officers and the adviser can simply post messages to member e-mail accounts.

HOMEPAGES

Creation of a Homepage site on the World Wide Web enables a school or organization to publicize itself to anyone with access to the Internet. Many schools have created a Homepage for the school with a wealth of information such as sports schedules, clubs information, course descriptions, academic departments, etc. A student activity can post minutes of meetings, financial reports, meeting schedules, member directories, and other information for ready access by any member. Students have even used Web pages to create campaign devices during school elections.

WHERE TO START

There is a wealth of information available to anyone interested in creating a Homepage. Your local book store shelves probably have more books on the subject than you could ever want! The Web itself has a tremendous amount of information—the trick is finding what you need. A recent query on the Webcrawler search engine turned up 1786 documents on the subject "HTML tutorials!" (HTML programming is the language used to create Web sites.) A few sites worth checking out as you begin your creative process are listed below.

Classroom Connect Classroom Web

http://ns.wentworth.com/classweb/

This is a database of hundreds of schools on the Web. Classroom Connect will put school Web pages on their server for free if the school doesn't have access to a server of their own.

Nerd World: K–12 Schools

http://www.nerdworld.com/users/dstein/nw168.html

Another database with K–12 school sites.

Guidelines for Educational Uses of Networks

http:www.ed.uiuc.edu/Guidelines/guidelines.html

A variety of guidelines of how to use networks in powerful ways for education.

Consortium for School Networking

http://cosn.org

A wealth of material relating to school networking.

InterActive HTML Tutorial: Make Your Own Web Pages

http://socrates.math.ohio-state.edu/html-guide/htmltutor.html

A series of tutorials on various elements of creating Web pages.

Other WWW Tutorials

http://www.iftech.com/iti/othertut.htm

This site links to other tutorials on the net.

Evaluating Your Public Relations And Publicity Program

Really effective public relations and publicity programs in any school revolve around constant and honest communication between the students, faculty, staff, administration, the community, and other groups associated with the school. Public relations that is not on-going and publicity that comes too soon or too late is usually ineffective. A good public relations/publicity program is a must in any school. Each area of school life should receive balanced, positive emphasis, and the people in the school are the most important public relations agents for the school.

Evaluating a public relations/publicity program is both an end and a beginning. When the evaluation stage occurs, you have marked the end of some formal element of the program. However, what you learn through the evaluation process is a starting point for your future PR work. Evaluation involves looking at the school's, club's or organization's goals and asking "Are we doing what we are supposed to do?"

In general, public relations efforts are evaluated by the reaction of both the internal and external publics to what we say we do. The purposes, processes and results of what we do are continually evaluated by our publics. Recognizing their reactions helps us measure our successes or failures at public relations.

Evaluation of publicity techniques is more easily determined. Was the purpose of the publicity achieved? Were presentations in good taste? Were they well received? Was the timing of the publicity right to bring results? Were the results publicized? Were the places used for publicity effective? All are relevant questions answered each time you complete a publicity project.

No school public relations committee can accomplish all the tools and techniques mentioned in this handbook. However, your public relations and publicity efforts will be made easier by whatever tools and techniques you choose to use.

Successful public relations is known to everyone! Good luck!

PR "Bright Ideas" Projects From Across the Country

There are thousands of schools across the United States whose public relations projects are equally interesting. These are only a few, offered in the hope that they will spark ideas to help you promote your group both in your school and in the community in which you live.

Gleaning (harvesting crops)

Corn, potatoes, fruit, and other non-picked (but good to eat) crops are harvested and donated to local food banks.

Shared Decision Making Team

A committee comprised of teachers, non-instructional staff, administration, students, community members, and parents who met to discuss and review issues facing the school district.

Peer Mediation

A way for students to resolve conflicts in a confidential way through the use of peer mediators.

Waterville Central HS
Waterville, N.Y.

Bridging The Generation Gap

SENIOR CITIZEN'S PROM

Students work to improve the school's reputation, to better understand one another, and to do something special for and with senior citizens in the community. Transportation, refreshments, and such activities as dance lessons and dance contests make this an enjoyable event for everyone involved.

SILVER SCREEN NIGHT

Show old movies to senior citizens and serve popcorn and soft drinks.

HALLOWEEN TREATS

Students decorate pumpkins, don their costumes and take other treats to a local convalescent home

SPELLING BEE

Seniors proud of their spelling abilities match other seniors in an old fashioned bee. Serve snacks.

TAG AND CRAFT SALE

Clubs and organizations from the school set up games and food booths while senior citizens sell the crafts that they make. This event is advertised throughout the community.

East Hartford HS
East Hartford, Conn.

YOUTH CONFERENCE WITH OLDER AMERICANS

This conference provides an opportunity for students to learn about aging and to discuss issues that affect their lives. Conference discussions have included transportation, income, family relationships, health, recreation, and stereotypes of youth and age. Students also provid

goodie bags and attendance prizes for all attendees.

Lindbergh HS
St. Louis, Mo.

Toilet Talk

Do students in your school say, "I didn't know about it!" "Toilet Talk" is a weekly publication which hangs on the back of the stall doors in the restrooms. (You have a captive audience!) There is a weekly column which lists meetings, games, and other events for each day of the week. Across the bottom of the page is a boxed area in which one specific event or activity is highlighted with detailed information. The rest of the page has information which varies from week to week, but it is generally humorous.

Ladue Horton Watkins HS
St. Louis, Mo.

Teacher Appreciation During American Education Week

Student Council takes action during this week to say "thank you" to teachers, administrators and staff in their school. On Monday everyone receives PHS pencils tied to a card introducing American Education Week. Tuesday is "apple day." On Wednesday, breakfast is served to the entire staff before school. It is prepared and served by the Student Council. A free raffle takes place and includes prizes such as restaurant gift certificates, free getaway week ends, and other prizes. Bags of peanuts can also given away with a card reading "We're NUTS about you!!" Rulers are placed in mailboxes on Thursday. They are painted on the back with "PHS Staff RULES!!! Love, STUCO." A personalized card and a banana are given to each staff member on Friday. The front of the cards has a picture of an ape and reads, "Pattonville students go BANANAS for PHS Staff." Certificates of appreciation are also distributed at the end of the week.

Pattonville HS
Maryland Heights, Mo.

Students On The School Board

The Beauregard Parish, which includes six high schools in Louisiana, now has a non-voting student on the school board. This newly created position was approved by the superintendent following a proposal drafted by the student council presidents and vice presidents from each of the six schools. Student council members interested in being on the school board must fill out an application, outline their student activities and accomplishments, submit a transcript and write a 300-word essay relating why they want this position. In addition to attending board meetings, this representative also meets quarterly with the superintendent, the board, and the student council presidents of each school for a roundtable discussion.

DeRidder HS
DeRidder, La.

Edufle× Day

Daily classes are set aside and students have the opportunity to learn about various professions, hobbies turned into professions, and unusual activities, games and dances. Held on a biannual basis this day involves parents, members of the business community, and senior citizens who are invited to give presentations. Council members and teachers act as greeters in each session. There are eight sessions which give students the opportunity to choose from 35 different selections. There is an opening assembly, lunch, and a DJ to entertain students.

Oregon HS
Oregon, Ill.

High School-Elementary Geography Olympics

High school Geography Club members invite the district's seven elementary schools to participate in a "geography Olympics." Students rotate between 12 stations and accumulate points for correct answers. Activities include puzzles, maps, matching games and spelling. This is one event where you learn about state nicknames, capitols, time zones, and latitude and longitude. Prizes and trophies are awarded to top winners at each grade level.

Jacksonville HS
Jacksonville, Ill.

Gotcha!

Both students and staff benefit from the "Gotcha Buck" program. The Gotcha Buck is a dollar-sized ticket awarded by staff to students who have "been caught" doing something good. The names of the staff person and the student are then put into a drawing. Prizes include such items as briefcases and complimentary dinners at local restaurants for staff and movie tickets, lunch passes and T-shirts for students.

Elsberry HS
Elsberry, Mo.

We Are The World

Students become more aware of a variety of physical and mental challenges by participating in activities that allow the student to experience characteristics associated with being physically/mentally challenged. Handouts on "Helpful Hints When Meeting Friends That are Physically or Mentally Challenged" are also distributed along with a self-evaluation describing your feelings to the physically and mentally challenged individual.

Magothy River MS
Arnold, Md.

Special Kids, Special Friends

Then President George Bush praised this school as one of his "Daily Points of Light"—a reference to his nomination acceptance speech, when he called for a thousand points of light of volunteerism. The "Special Kids, Special Friends" program develops friendships between the students and youngsters who receive help from the Berks County Easter Seal Society. Each of the junior high school homerooms takes an interest in one Easter Seal youngster. The students develop organized activities for the youngsters and, in turn, learn more about their disabilities.

Governor Mifflin MS
Shillington, Pa.

Bring Unity To Youth (B.U.T.Y.)

B.U.T.Y. (pronounced "beauty") is a program designed to unite people and to help promote racial harmony. It allows students from different schools to meet on a common ground and discuss important issues. In an open atmosphere, students can relax and express their feelings without fear of being looked down upon. Through B.U.T.Y. students learn tolerance of other cultures and learn more about themselves.

Comsewogue Senior HS
Port Jefferson Station, N.Y.

Statewide Fund Raiser And Food Drive To Fight Hunger

This Student Council challenged not only their own students but also students throughout the state of Oregon to "help hungry children who live in our own state, in our own town, and maybe even across the street" from us. One hundred schools from across the state raised money and collected food items to benefit the Oregon Food Bank and wrote state and national

legislators to urge them to take action on behalf of the starving children in Oregon and throughout the United States. Each student in each high school was challenged to collect two cans of food and $1.00 per student to "stamp out hunger." KATU television worked in cooperation with the students to advertise their efforts.

Clatskanie HS
Clatskanie, Oreg.

Thanksgiving Dinner Benefits County Bone Marrow Screening Center

Students, school staff, and community members raised $1,140 by holding a dinner for 250. Tickets were sold by the Student Council who solicited donations from the local Chamber of Commerce, two local factories and various other small businesses who donated everything from cash to napkins and paper plates. School cooks helped members prepare the traditional Thanksgiving meal of turkey, mashed potatoes, dressing, corn and dessert. This was quite an accomplishment for a community of only 1900.

Stockton HS
Stockton, Ill. ✦

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Editor's Note: Check the current NASSP Educational Resource Guide for the most recent printed and electronic media on publicity and public relations.

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